



Advertising Rates - Farm Radio website – 23 June 2009

Farm Radio is undergoing a rapid increase in traffic since the website was recently opened to all visitors. Currently, the website is attracting approximately 2000 listeners a month and 15,000 page views, with the average time on site about 8 minutes.

The advertising costs below are based on the above traffic figures and with reference to other similar news/information websites (such as Crikey!)

Please note that these prices will be reviewed regularly as traffic increases. However, if you select a longer term advertisement (6 months or 12 months), the advertising cost will remain at the level it was when the advertisement was taken for the duration of the advertisement.

Advertisements appearing on the Home Page only

1 month	\$150
6 months	\$850
12 months	\$1800

Advertisements appearing on the Home Page and all Farm Radio program pages (approximately 100 pages)

1 month	\$270
6 months	\$1530
12 months	\$3240

Advertorial interviews

Farm Radio offers advertisers the chance to promote their products through the powerful medium of an advertorial interview. Each interview lasts around 6 minutes and is produced to sound like a Farm Radio program.

Advertorial interviews are located behind their own tab on the home page and will feature their own web page complete with sponsor logo and links to the sponsor website.

The interviews will remain on the Farm Radio website indefinitely or until the sponsor asks for it to be removed.

This is a unique offer that gives you the chance to sell, sell, sell.

A six minute advertorial program is just \$950.

Please note prices do not include GST.